

APNEP Communications and Outreach Intern

STEP INTERNSHIP 2023

Raleigh, NC

Albemarle-Pamlico National Estuary Partnership

PROJECT DESCRIPTION / OBJECTIVE

The intern will work collaboratively with Albemarle-Pamlico National Estuary Partnership (APNEP) staff and partners to assist with development and implementation of campaigns to promote APNEP's recently updated Comprehensive Conservation and Management Plan (CCMP) and other strategic plans including its new Bipartisan Infrastructure Law Workplan and Equity Strategy. The CCMP outlines the blueprint for APNEP and partners to identify, protect, and restore the significant resources of the Albemarle-Pamlico estuarine system.

MAJOR TASKS TO BE PERFORMED

- Activities include technical writing and assistance with design and graphics to revise and update the existing plan for print and digital formats, and communications including creating new content for websites, social media, press releases, infographics, flyers, newsletters, blog posts, reports, and storymaps.
- The intern will highlight APNEP's new focus areas including coastal habitats, water quality, submerged aquatic vegetation, and community and ecosystem resilience, share funding opportunities, and feature success stories.
- The intern may also assist with APNEP's Citizen Advisory Committee and development of strategies to improve outreach to local governments and underserved communities.

FINAL PRODUCT OR OUTCOME ANTICIPATED

Specific work products include developing a communications strategy which outlines and prioritizes deliverables including new landing pages and associated website content, social media campaign, infographic, and blog posts promoting the new strategic plans. Other products may include a GIS Story Map, press releases, reports, and briefing documents.

Outcome: Increased knowledge of environmental management and protection of the Albemarle-Pamlico estuarine system. Gain experience developing strategic plans and utilizing different media types and channels to create effective communications and outreach products. Work with scientists, communications specialists, and resource managers to synthesize and translate technical information to target audiences.

QUALIFIED CANDIDATE MUST POSSESS

- Coursework and basic knowledge of and interest in water resources, watershed, estuarine, and/or coastal management.
- Knowledge of the principles of science communication. Strong writing and editing skills.
- Ability to translate scientific information for non-technical audiences and tell a "story" about environmental issues.
- Experience developing content for social media, websites, infographics, newsletters and related media desired.

BONUS POINTS

- Videography, photography, graphic design, ArcGIS Online/GIS mapping helpful, although no applicant is expected to possess all these skills.

TRAVEL

Not required, but there may be opportunities to participate in meetings and field work throughout the APNEP region in North Carolina and Virginia.